

COMMUNICATION STUDIES 634/4**Seminar on International Communications**

Winter/00 Mondays 6:00 - 9:00 p.m.

Dr. Lorna Roth 848-2545

Office Hours - BR-421: Mondays. 4 - 6:00 p.m. or by appointment.
Roth@microtec.net**Course Description:**

Deregulation and growing internationalization of contemporary communications and information systems have redrawn traditional lines separating national political (public), technological, and commercial (private) cultural spaces. In their places are new audio-visual landscapes which are (de)linked to international co-operation and competition. The challenge for each political state is to develop a balance between the creation, distribution, exchange and protection of their cultural products in light of current globalizing forces.

This course will explore historical and current parameters of international communications within the global context. Its content includes a selection from the following topics: a short review of "Third and Fourth World" development and neo-colonial theories; issues of cultural and media imperialism; the UN infrastructure and its problems; the Right to Communicate movement as it emerged in UNESCO's New World Information and Communication Order (NWICO) debates (in the seventies) and as it has evolved over time to a state of what several scholars have called "Dysorder;" women and international communications; national and cultural sovereignty/transnationalism perspectives; cross-border social movements; international broadcasting (BBC, RCI, CNN, etc.); telediplomacy and the use of the World Wide Web for political constituency group building; cross-cultural audience reception research and effects theories; peace communications; the effects of disorganized capital on international communications; the role of GATT and World Trade Organization rules on (inter)national communications; issues of globalization; the local and the global. Other subjects will enter our debates during your presentations of "found" materials in print or other media. Many illustrative materials (case studies, videos, film texts, photographs, etc) will complement the theoretical readings and discussions.

Course Texts: There is no textbook for this course, which consists of multiple relevant readings. Articles for the course are to be photocopied and are located at the Photocopy Centre of the Central Building on the Loyola campus.

Assignments and Class Presentations:**1. Class Participation:**

Students are expected to participate actively in class discussions, based on course readings and outside relevant materials. 20% of Final Mark.

2. Minor Assignment – 30 % of your final mark:

Option A: Each student will be asked to write and orally present a 3-page critical analysis of either a class reading or a supplementary reading of your own choice based on the theme of the class that day. A copy of the reading you choose must be given to me and another is to put in the Learning Centre box at least one week ahead of time, so that classmates can read it and be prepared for discussion. Copies of the critique should be made available to each participant in the class during or after the presentation. Presentations in class are not to be read. You are expected to critically discuss the issues and lead the class debate on the themes of your selected reading.

Option B: In pairs, critically argue opposing perspectives on an important international communications issue emergent from one of the weekly readings. Present a critical summary of your analysis and arguments in a short 3-page essay.

Option C: Bring in a media example that can be used as evidence for, against, or in some way can speak to the theme of the week's readings. Be prepared orally to argue how the "found actuality" example fits with the current reading for that week and have a 3-page written analysis and critique of the media sample ready to distribute to your classmates.

Presentations will be scheduled on a weekly basis. Please indicate to me the week before your presentation what kind of media equipment you will need, so we can reserve it.

3. Major Assignment for which 1-2 page proposals will be expected – worth 10%. Due date: February 7 (early date); February 14 (late date).

Option A: Do a (multi)media project in which you focus on a problem, issue, theme related to the international communications/globalization corpus. It must be accompanied by a written essay which has both a conceptual and applied dimension (a theoretical framework and an empirical component). Media project worth 20% and written component worth 20% of final mark. Projects due: April 3 (early date) or April 10 (late date).

Option B: Write a theoretical research paper with a case study/empirical component pertaining to the international communications/globalization issues and problems emergent from the corpus we are studying. Summary of findings

can be presented in class toward the end of the semester. Final papers due: April 3 (early date) or April 10 (late date).

Summary of Evaluation Criteria:

Assignment # 1	30%.
Assignment # 2-a:	10%
Assignment # 2-b:	40%.
Class Participation:	20%

N.B: Please make a photocopy of your written assignments before you hand them in, just in case they become misplaced by accident: better safe than sorry.

All written assignments must be handed in on time and printed in a double-spaced format (with a reasonable font size), paginated, and with your name, a title and a bibliography. To receive the best grade, the writing must be error-free and well structured. If you have a valid reason for postponing assignment submissions, such as a death in the family or a serious illness, please contact me and we'll arrange an alternative. Plagiarized work will result in a failed grade. Please use a dark ribbon on your computer printers. I have a hard time seeing a weak print-out. Thanks.

Also please note that I am allergic to quite a few perfumes and highly aromatic shampoos and would appreciate if you didn't use any on the days of class. Many thanks in advance.

Class Schedule/Readings

January 10. Introductions. Course Overview. Keywords. Review of role of media in international relations.

Readings for Next Week - January 17:

- Ella Shohat. "Notes on the 'Post-Colonial,'" in *Social Text* 31/32, pp. 99 - 113.
- Mehran Kamrava. "Political culture and a new definition of the Third World," in *Third World Quarterly*. Vol. 16, No 4, 1995, pp. 691 - 701.
- Ernest Gellner. Ch. 1 - "Definitions," pp. 1 - 7; Ch. 5 - "What is a Nation," pp. 53 - 62. *Nations and Nationalism*.

January 17. Critiques of Dated (Conceptual and Economic) Vocabularies re: international issues .

Video: Marilyn Waring - If Women Counted.

Readings for Next Week - January 24:

- John Tomlinson. "The Discourse of Cultural Imperialism," in *Cultural Imperialism: A Critical Introduction*. Baltimore: The John Hopkins University Press, 1991, Chapter 1, pp. 1 - 33; Conclusion, pp. 173 - 179.
- Edward Said. "Introduction," to *Orientalism*. New York: Vintage Books, 1979, pp. 1 - 28.

January 24. New Vocabularies.

Readings for Next Week - January 31:

- John Tomlinson. Chapter 2, "Media Imperialism," in *Cultural Imperialism: A Critical Introduction*. Baltimore: The John Hopkins University Press, 1991, pp. 34 - 67.
- Ien Ang. "(Not) Coming to Terms With Dallas," in Cynthia Schneider & Brian Wallis (eds.). *Global Television*. New York: Wedge Press, 1988, (10 pages).
- Tamar Liebes. "Cultural Differences in the Retelling of Television Fiction," *Critical Studies in Mass Communication*. Vo. 5. No. 4. December 1988, pp. 277 - 292.

January 31. Debates on Media Imperialism

Readings for Next Week - February 7:

- Colleen Roach. "Cultural Imperialism and Resistance in Media Theory and Literary Theory," in *Media, Culture & Society*. Sage Publications, 1997. Vol 19: 47-66.
- Mustapha Masmoudi. "The New World Information Order," *Journal of Communications*. Spring, 1979.
- Sean MacBride. "Conclusions and Recommendations," *Many Voices; One World (MacBride Report)*. London: Unipub, 1980, pp. 253 - 275.
- The United Nations System. Chart.
- Marilyn Waring. "Appendix Four: Structure of the United Nations," in *Three Masquerades: Essays on Equality, Work and Hu(man) Rights*. Toronto: University of Toronto Press.

Optional Case Study: Dave Laing. "The Music Industry and the 'Cultural Imperialism' Thesis," in Media, Culture and Society (SAGE, London), Vol. 8 (1986): 331-341.

Internet Explorations: The United Nations System. Institutional Structure.

February 7. Resistance to Cultural Imperialism Theory and the Formation of NWICO. Guest Lecturer - Adrian Archer. **Early Deadline for Paper Proposals - Please submit them to Adrian because I have to be out of town on this date.**

Readings for Next Week - February 14:

- Colleen Roach. "The movement for a New World Information and Communication Order: a second wave?" in *Media, Culture and Society*. Vol. 12 (1990): 283 - 307.
- Michael Basil. "Unresearched Assumptions in the MacBride Report," in Richard C. Vincent, Kaarle Nordenstreng, and Michael Traber (eds.). *Towards Equity in Global Communication: MacBride Update*. New Jersey: Hampton Press, Inc., 1999, pp.223 - 232.
- Kaarle Nordenstreng. "The Context: Great Media Debate," in Richard C. Vincent, Kaarle Nordenstreng, and Michael Traber (eds.). *Towards Equity in Global Communication: MacBride Update*. New Jersey: Hampton Press, Inc., 1999, pp. 235 - 268.
- Cees J. Hamelink. 'The People's Communication Charter,' Internet Address: <http://www.traverse.com/NonProf/center/synapse32/charter1.html>.

February 14. New World Information Order Revisited.
Late Deadline for Paper Proposals.

February 21 - 27 - Mid-term Break.

Readings for Next Class - February 28:

- Armand Mattelart, Xavier Delcourt, and Michele Mattelart. International Image Markets in Cynthia Schneider & Brian Wallis (eds.). *Global Television*. New York: Wedge Press, 1988.
- Edward S. Herman and Robert W. McChesney. "Main Players in the Global Media System," in *The Global Media: The New Missionaries of Global Capitalism*. London: Cassell, 1997, pp. 70 - 105.
- Edward S. Herman and Robert W. McChesney. "Global Media, the Internet, and the Digital Revolution," in *The Global Media: The New Missionaries of Global Capitalism*. London: Cassell, 1997, pp.106 - 135.

February 28. (Media) Landscapes in the Current Global Economy.

Video: Distress Signals.

Readings for Next Class – March 6:

- Anthony Smith. "Towards a Global Culture?" in Mike Featherstone (ed.). *Global Culture: Nationalism, Globalization and Modernity*. London: Sage Publications, 1990, pp. 171- 191.
- Arjun Appadurai. "Disjuncture and Difference in the Global Cultural Economy," in Mike Featherstone (ed.). *Global Culture: Nationalism, Globalization and Modernity*. London: Sage Publications, 1991, pp.295 - 310.
- Ruth Teer-Tomaselli and Keyan G. Tomaselli. "Reconstituting Public Service Broadcasting: Media and Democracy During Transition in South Africa," in *Communicate* 13 (2), 1994, pp. 44 - 66.

March 6. (re)Thinking the "Global"

Readings for Next Class – March 13:

- Annabelle Sreberny. "Feminist Internationalism: Imagining and Building Global Civil Society," in Daya Kishan Thussu (ed.). *Electronic Empires: Global Media and Local Resistance*. London: Arnold, 1998, pp. 208 - 222.
- Cynthia En Loe. "Gender Makes the World Go Round," in *Bananas Beaches & Bases: Making Feminist Sense of International Politics*. Berkeley: University of California Press, 1990, pp.1 - 18.
- Martha Alter Chen. "Engendering world conferences: the international women's movement and the United Nations," in *Third World Quarterly*. Vol. 16, No. 3, 1995, pp. 477 - 493.
- "Carmen Miranda On My Mind: International Politics of the Banana," in *Bananas Beaches & Bases: Making Feminist Sense of International Politics*. Berkeley: University of California Press, 1990, pp. 124 - 150.
- Julianne Burton and Julia LeSage. "Broadcast Feminism in Brazil: An Interview with the Lilith Video Collective," in Cynthia Schneider & Brian Wallis (eds.). *Global Television*. New York: Wedge Press, 1988.

- Ralph Nader and Lori Wallach. "GATT, NAFTA, and the Subversion of the Democratic Process," in Jerry Mander and Edward Goldsmith. *The Case Against the Global Economy: and for a Turn Toward the Local*. San Francisco: Sierra Club Books, 1996, pp. 92 - 107.
- Frank Rose. "Think Globally, Script Locally," in *Fortune Magazine*. Nov. 8, 1999, pp. 157 -160.

• Colleen Roach. "New Perspectives in global communications," in Luke Uka Uche (ed.). *North-South Information Culture: Trends in Global Communications and Research Paradigms*. Nigeria: Longman Nigeria Plc, 1996, pp.19 - 38.

• Hamid Mowlana. "The emerging new global information and communication order and the question of cultural ecology," in Luke Uka Uche (ed.). *North-South Information Culture: Trends in Global Communications and Research Paradigms*. Nigeria: Longman Nigeria Plc, 1996, pp. 87 - 98.

Case Studies - Optional:

• Gaétan Tremblay. "Is Quebec Culture Doomed to Become American?" in *Canadian Journal of Communication*, Vol. 17 (1992), pp 237 - 245. (Not in coursepack.)

• Stuart Hall. "Introduction: Who Needs 'Identity'?" in Stuart Hall and Paul DuGray (Eds.). *Questions of Cultural Identity*. London: Sage Publications, 1996, pp. 1 - 17. (Not in coursepack.)

• Marjorie Ferguson. "Media, Markets, and Identities: Reflections on the Global-Local Dialectic," in *Canadian Journal of Communication*. Vol. 20 (1995) pp 439 - 459. (Not in coursepack.)

• Frank Chalk. "Hate Radio in Rwanda," Unpublished copy. Concordia University: Montreal Institute for Genocide and Human Rights Studies and Department of History. (In coursepack.)

March 20. Reflections on the Global and the Local.

Readings for Next Week - March 27:

• Dwayne Winseck. "Contradictions in the democratization of international communication," in *Media, Culture & Society*. 1997 SAGE Publications (London, Thousand Oaks and New Delhi), Vol. 19: 219 - 246.

• A module of short articles from *Media Development* 2/1993.

• Benjamin R. Barber. "Jihad and MacWorld," in *Atlantic Monthly*. March 1992, Vol. 269. No. 3. Pp. 53 - 65. Available on the Internet in Atlantic Monthly's Archive at <http://www.theatlantic.com/politics/foreign/barberf.htm>

March 27 . Reframing International Communications - Open Questions

April 3. Final Papers Due: Early Deadline. Class presentations

April 10. Final Papers Due: Late Deadline. Class presentations